

**ABSTRACT**

A system, apparatus, and method for providing a soft-start for a toy vehicle configured to be operated by a person. The method includes receiving a throttle signal operable to induce motion via a motor operating as a drive mechanism of the toy vehicle. A transition signal may be generated based on the throttle signal. The transition signal may be applied to effect operation of the motor. The transition signal may be a pulse width modulated signal having a duty cycle between 20 and 100 percent to provide for an acceleration that avoids the problems of conventional control systems. The transition signal may be ramped in a linear or non-linear fashion. The system may couple the soft-start control circuit between a ground terminal of a battery of the toy vehicle and motor(s), thereby allowing the soft-start control circuit to operate on a low voltage (i.e., not the high voltage of the battery).